**New chat**

# Marketing with the machines

**Unboxing AI/ML Strategies From Scratch**   **Industry Specific Use Cases and More**

Give me a list of 100+ AI/ML use cases for marketing

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# Introduction

**AI and ML are not the same. - hate to burst your bubble. They are not interchangeable because they are mutually exclusive. All AI is ML, but not all ML is AI. One of the reasons this book was created was to debunk this myth and go into excruciating detail about their applications in marketing.**

The artificial intelligence market is expected to reach $500 billion, with a projected surge to $1,597.1 billion by 2030. It's no wonder that 94% of business leaders believe AI is essential for success in the next five years. But here's the catch: while AI can boost worker productivity by a staggering 14%, many businesses are at a loss for where to begin.

Firms are eager to dive into the world of AI and ML, but without practical examples and guidance specific to their industry, they're left feeling lost and unsure of how to proceed. It's like having a powerful tool at your disposal but lacking the instruction manual on how to use it effectively.

Amidst the overwhelming abundance of AI and ML information online, is there a central resource for industry-specific solutions?

We have meticulously curated this ebook to address the pressing issues of modern marketers.
Whether you're grappling with customer engagement, conversion optimization, or personalized marketing strategies, this ebook is designed with your struggles in mind. So, if you're dealing with the complexities of AI and ML in marketing, rest assured that this resource is crafted to provide you with actionable insights and solutions tailored to your industry-specific pain points.

We have handpicked over 100+ real-life AI and ML use cases spanning various industries. Whether you're in healthcare, finance, retail, or edtech, our ebook is your go-to resource. It's packed with practical examples showcasing how AI and ML can tackle business hurdles across sectors. In this book, we will give you a detailed walkthrough of AI and ML and how to infuse them into your marketing strategies, regardless of the industry. From busting common myths to deciphering complex use cases, we will address the challenge of every marketer, offering solutions on how AI/ML systems can elevate your customer experiences and fuel revenue growth.

## Let's begin with understanding the difference between AI and ML

While often used interchangeably, both AI and ML hold different meanings. As a marketer, it's important to recognize their distinctions to harness the full power of this technology.

Artificial intelligence (AI) is a broader concept encompassing various technologies that mimic human intelligence, including problem-solving, language understanding, and decision-making. One of those encompassing technologies is also machine learning (ML). It is a subset of AI, focusing specifically on developing algorithms that enable systems to learn and improve from experience. Once the system concludes the data, AI makes the final decision.

Simply put, think of AI as the head chef in your kitchen, expertly coordinating cooking methods and ingredients to whip up delectable dishes. Meanwhile, ML acts as the sous chef, learning from past recipes to assist the chef in refining their skills and crafting even more delicious meals. Together, they work in harmony to tackle complex tasks.

**To know more about these terms, stay tuned till the end as we will deeply break down these and many more AI/ML concepts and their sub-types in this book.**

## Need for AI and ML for Businesses

AI is reshaping industries and workplaces, empowering brands to make informed decisions, predict user behavior, and deliver personalized experiences. It's not just about automation anymore; AI fuels growth, extracts valuable insights and keeps businesses ahead of the competition.

By using AI/ML in marketing automation, companies can craft their campaigns just like expert sommeliers choose fine wines. This helps deliver personalized experiences that impress customers and build loyalty. With AI and ML handling tasks such as customizing emails and optimizing campaigns, businesses discover the perfect blend for customer satisfaction, ensuring they keep coming back like diners to a favorite restaurant.

# A Deep-Dive into WebEngage's AI/ML Features

Now that we've laid the groundwork let's delve into how WebEngage's AI and ML capabilities can supercharge your marketing strategies. Acting as your secret weapon, these advanced technologies unlock invaluable insights into your customers' behavior and preferences, seamlessly integrating predictive analytics and machine learning algorithms. This empowers you to craft highly personalized campaigns with pinpoint accuracy, leading to enhanced engagement, increased conversion rates, and, ultimately, more robust business outcomes. Furthermore, WebEngage's AI and ML features enable businesses to continuously refine and optimize their marketing efforts by analyzing real-time data and adapting strategies accordingly.

Let's explore in greater detail how WebEngage's cutting-edge technologies can transform your marketing efforts and accelerate your business success.

# Generative AI

WebEngage's Generative AI simplifies content creation, tailoring personalized marketing campaigns specifically for email and SMS channels. It offers shortened SMS copies, and tone-based spam-friendly email content suggestions along with out-of-the-box message templates. By automating these tasks, marketers save time and effort while crafting targeted messaging that connects with their audience. This leads to higher engagement, stronger brand loyalty, and, ultimately, increased click-through rates.

# Catalog and Recommendations

Level up your messaging with the recommendation engine and catalogs working in tandem. Move beyond basic listings and engage users with personalized recommendations based on their actions.

Use Catalogs to keep all your product info in one place and use it to send personalized communications to users. For example, you can fetch the latest discounted price for a product from a Catalog instead of the old retail price. Also, use the recommendation engine to personalize your messages based on users' actions. For instance, if a user buys shorts, you can suggest other products they might like. By combining Catalogs and the recommendation engine, you can send targeted messages that resonate with users, leading to better engagement and higher conversions.

**(Note: For the catalog to give accurate outputs, it's imperative that the user updates it manually and periodically.)**
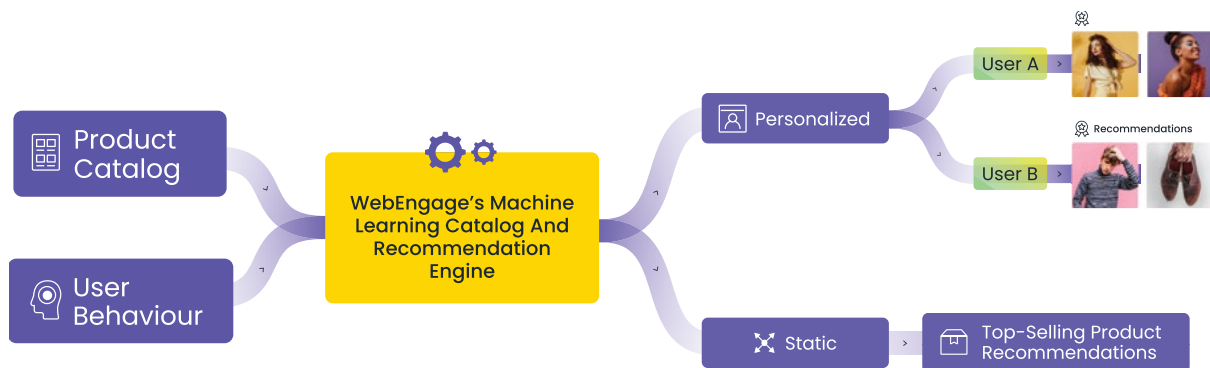
# Predictive Segments

Going beyond the traditional segmentation method, predictive segmentation is a technique that allows you to create segments based on the user's propensity for a defined action, such as the likelihood of purchase.

Like creating lookalike audiences, predictive segments leverage machine learning to create a list of users with a 'likeliness to' perform a certain action, such as likely to purchase or churn, and will then create 3 lists – most likely, moderately likely, and least likely – for the selected business goal.

## SEGMENTS

| SEGMENT NAME | USERS | CAMAPIGNS | JOURNEYS |
|---|---|---|---|
| Hotel booking - most likely | 2.8K | 12 | 2 |
| Hotel booking - moderately likely | 8.5K | 5 | 9 |
| Hotel booking - least likely | 15.7K | 15 | 5 |

# Web Personalization

Providing each customer with a red-carpet experience is paramount. Web Personalization achieves this by individualizing web experiences based on user's behavior and preferences. The feature lets you curate personalized website elements like app banners and greetings in tandem with other features in this chapter, making users feel like VIPs.

This level of bespoke treatment fosters deeper emotional connections and significantly boosts customer satisfaction, ultimately leading to increased engagement and loyalty.
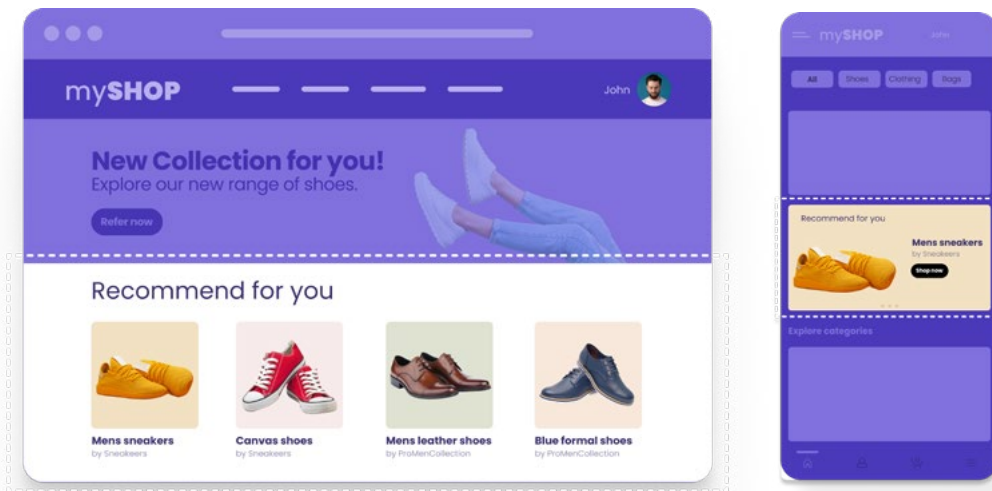
# 🔍 RFM Analysis

An RFM (Recency, Frequency, and Monetary) Analysis provides one of the most reliable indicators of how long your existing user base will continue transacting with your business. It's a well-loved technique based on a scientific scoring model that groups people as per their transaction history – how recently, how often, and the worth of how much they bought.

**RFM analysis, allows to segment your customers, uncovering hidden insights based on three key factors:**
• how recently they've bought something (Recency),
• how often they buy (Frequency), and
• how much they spend (Monetary value).

This helps you identify high-value customers and those at risk of churning based on their recent purchase activity, frequency, and spending habits. For example, RFM analysis pinpoints high-value customers who shop frequently, enabling you to boost CLTV with targeted incentives. Conversely, if customers haven't purchased in months and their frequency has dropped, RFM flags them as at-risk, prompting proactive retention efforts.

You can implement targeted campaigns with personalized offers and discounts to rekindle the interest of at-risk users and win them back. Additionally, AI-driven churn prediction, based on RFM analysis, enables proactive retention efforts by accurately anticipating customer behavior.
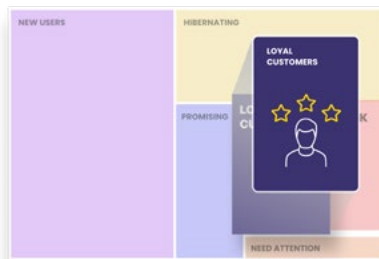
# Best Channel & Send Intelligently

Choosing the right channel to reach your audience can be challenging. Best Channel helps identify the preferred communication channel for each customer. "Send Intelligently" adds another layer of efficiency by analyzing engagement patterns and predicting the best time to send user communications when they are most likely to engage. Together, they ensure your campaigns reach the right people at the right time on the right channel.



**With Best Channel**
Each user receives communication on their preferred channel

**With Send Intelligently**
Each user receives communication as per their preferred time

11:30 AM    4 PM    7 PM
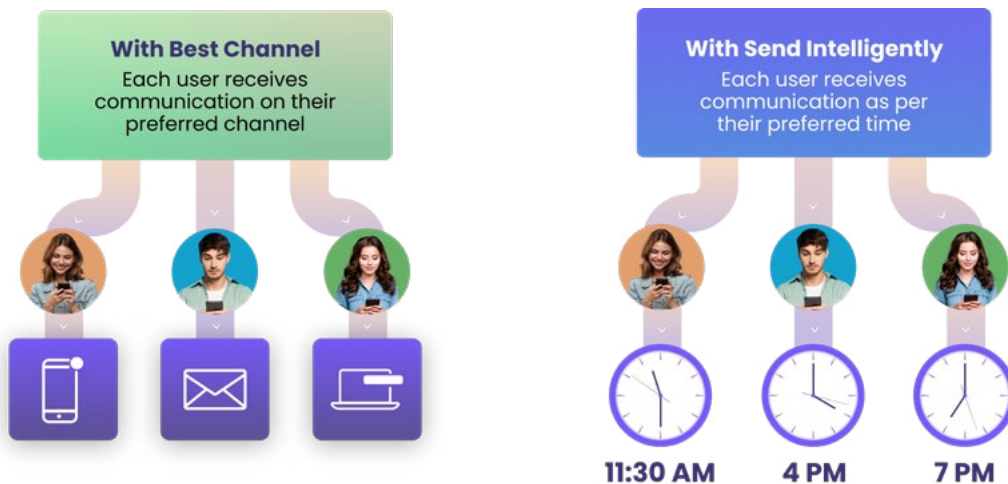
**These examples give you just a taste of WebEngage's incredible AI/ML features. In the upcoming sections, we'll dive into use cases that are powered by these features, along with impact stories that have benefited from them.**

AI/ML Use Cases
for D2C and E-commerce

## BASIC

### Display gender based personalized banner

**Summary:** Display banners tailored to the user's gender, showcasing relevant products and promotions based on individual preferences.

**Target Audience:** User who have shown affinity towards specific gender-based products or selected gender-specific categories during browsing.

**Impact:** Improvement in overall conversion rates

**Feature**  Website Personalization   App Personalization

**Channel**  App   Website

### Geotargeting: Personalize website experience based on a user's location

**Summary:** Customize product offerings and promotions based on the user's location. Provide location-specific deals or highlight products popular in a particular region.

**Target Audience:** Users voluntarily sharing their location, allowed collecting location data, or seeking a personalized shopping experience based on their geographic location.

**Impact:** Optimized marketing campaigns for enhance relevancy

**Feature**  Website Personalization   App Personalization

**Channel**  App   Website

WebEngage
#RETENTIONSIMPLIFIED

## Curate gamified loyalty programs for users

**Summary:** Notify loyal customers about special promotions, discounts, or early access to sales through on-site notifications. Send notifications when users are close to achieving a new level or unlocking a reward.

**Target Audience:** Customers motivated by discounts, rewards, and exclusive perks or are frequent shoppers and gamification enthusiasts.

**Impact:** Encourage continued engagement and reinforce customer loyalty.

**Feature** | Website Personalization | App Personalization

**Channel** | App | Website

## Sending event reminders or occasion-based sale previews

**Summary:** Leverage user preferences, and past behavior to create personalized onsite notifications reminding users about upcoming events or provide previews of exciting occasion specific sales like - Republic Day sales.

**Target Audience:** Users who visited the site but did not purchase or users segmented based on preferences, location, or past behavior.

**Impact:** Boost user engagement and drive repeat purchases with relevant updates

**Feature** | Website Personalization | App Personalization

**Channel** | App | Website

## BASIC

### RFM segmentation to send targeted communication to different customer segments

**Summary:** Send personalized and triggered email campaigns for each customer segment identified through RFM analysis.

**Target Audience:** Existing customers who have engaged with the platform by making purchases.

**Impact:** Improvement in overall conversion rates

**Feature** `Website Personalization` `App Personalization`

**Channel** `App` `Website`

### Send relevant and updated product recommendations via Email campaigns to re-engage with users

**Summary:** Leverage Catalog to upload relevant product information and use it to enrich your email marketing communications with tailored product recommendations.

**Target Audience:** Recent shoppers with abandoned carts, inactive or dormant users, new users, post purchase follow-ups etc.

**Impact:** Deliver personalized shopping experiences

**Feature** `Catalog` `Recommendation`

**Channel** `Email`

WebEngage
#RETENTIONSIMPLIFIED

## Enrich your marketing communications with product ratings and reviews

**Summary:** Use Catalog to fetch latest product reviews and ratings and use it to enhance your communications.

**Target Audience:** Customers who have made purchases but not aware of the full product range, who have shown interest in products but haven't made a purchase.

**Impact:** Boost customer retention and CSAT

**Feature** `Catalog`

**Channel** `App` `Website`

## Show top performing or best product recommendations based on custom events

**Summary:** Provide users with top or best-performing product recommendations based on custom events such as product purchased, add to cart, frequently purchased items.

**Target Audience:** Customers who have made a recent purchase, those who added items to their cart but did not complete the purchase. First-time visitors or customers who haven't made a purchase recently.

**Impact:** Build awareness of new product categories, seasonal offers. Boost product discovery.

**Feature** `Recommendation`

**Channel** `App` `Website`

## BASIC

### Content optimization based on product viewed, purchased etc.

**Summary:** Use Recommendation Engine to send tailored products suggestions with additional product details/information and other relevant data fetched through Catalog.

**Target Audience:** Target users who have recently browsed the website or made purchases in the past.

**Impact:** Increased engagement and higher conversion rates

**Feature** `Catalog` `Recommendation`

**Channel** `App` `Website`

### Highlight active promotions on checkout page

**Summary:** Draw user attention to ongoing promotions with exit overlay popups when users are exiting the product or cart page to handle cart abandonment or upsell.

**Target Audience:** Users on the product or cart page

**Impact:** Better cart abandonment recovery and upsell rates

**Feature** `Web Personalization` `App Personalization`

**Channel** `Website`

WebEngage
#RETENTIONSIMPLIFIED

## BASIC

### Add a sticky header bar to increase offer visibility

**Summary:** Use a sticky header to highlight your offer/marketing message to users at the top of the page, as it is a non-obtrusive manner with necessary targeting.

**Target Audience:** All website visitors

**Impact:** Enhanced visibility of marketing messages and improve engagement.

**Feature** `Web Personalization` `App Personalization`

**Channel** `Website`

### Surprise users with last minute deals for items in their cart

**Summary:** Nudge users with highly personalized and relevant deals for items in their cart to drive impulse purchases and combat cart abandonment.

**Target Audience:** Users with items in their cart

**Impact:** Improved cart abandonment resolution and increase in impulse purchases

**Feature** `Catalog` `Recommendation`

**Channel** `Website`

## BASIC

### Offer coupon codes to reduce cart abandonment

- **Summary:** Show targeted coupon codes to users about to drop off from the cart page in real time.

- **Target Audience:** Users who added to cart but did not complete purchase.

- **Impact:** Improved real-time cart abandonment resolution

- **Feature** `Web Personalization` `App Personalization`

- **Channel** `Website`

### Increase your mobile app downloads

- **Summary:** Run a footer on your site, prompting mobile website users to download the app in exchange for app-only deals. Customize the messaging based on user behavior and preferences.

- **Target Audience:** Mobile website users

- **Impact:** Boost in app downloads and reduced churn rates

- **Feature** `Web Personalization` `App Personalization`

- **Channel** `Web in-line`

WebEngage
#RETENTIONSIMPLIFIED

## Promote your Valentine's Day special deals

**Summary:** Use personalized banners on your site/app to direct users to the products page during Valentine's Day/ Valentine's week.

**Target Audience:** Online shoppers during the Valentine's Day season.

**Impact:** Heightened interest in Valentine's specials and higher conversions

**Feature** Web Personalization    App Personalization

**Channel** Website    App

**INTERMEDIATE**

## Boost cross-selling of products with personalized email recommendations

**Summary:** Target users based on past purchase history on the website and send tailored recommendations based on user events like -recent purchases, product views, abandoned carts etc.

**Target Audience:** Exisiting users who have actively purchased in the past.

**Impact:** Boost AOV and overall conversion

**Feature** Recommendation  Catalog

**Channel** Email

## Increase newsletter subscriptions through personalized modal overlays

**Summary:** Ask users to sign up for your newsletter through modal overlays. Use catalog to fetch updated details on discounts and incentives that align with user preferences and purchase history.

**Target Audience:** Unknown users, first time visitors, existing users discount seekers and repeat visitors.

**Impact:** Boost in newsletter subscriptions

**Feature** Web Personalization  Catalog

**Channel** Website

WebEngage
#RETENTIONSIMPLIFIED

## INTERMEDIATE

### Nudge users to purchase wishlist items with automated cross-channel alerts

**Summary:** Personalize communication with users based on their platform interaction to nudging them to purchase their wishlisted items.

**Target Audience:** Users who add items to their wishlist but don't purchase.

**Impact:** Reduce wishlist abandons and improve conversions

**Feature** [Journey designer] [Web & App Personalization] [Best Channel] [Send-Time Optimization (Send Intelligently)]

**Channel** [Multiple Channels]

### Get insights on why visitors abandon cart

**Summary:** Identify visitors likely to abandon carts and show on-site surveys to gather insights. Use the collected feedback to improve website features and offers.

**Target Audience:** Users who added to cart but did not complete purchase.

**Impact:** Improved website usability and offerings

**Feature** [Predictive Segmentation]

**Channel** [On-site]

## Guide users through the checkout process

**Summary:** Implement a series of personalized nudges, delivered through various channels, that adapt based on real-time user responses. This dynamic sequence encourages users to overcome hesitations and complete the checkout process.

**Target Audience:** Users who have added products to cart but did not complete checkout.

**Impact:** Increased recovery rates and revenue generation

**Feature**  `Web & App Personalization`  `Journey Designer`  `Best Channel`

**Channel**  `General`

## Offer real-time product recommendations

**Summary:** Based on user behavior, browsing history, and purchase patterns, guide customers with real-time product recommendations. Accordingly, suggest similar or complimentary products to users.

**Target Audience:** All website/app visitors

**Impact:** Improved personalization and increased user satisfaction

**Feature**  `Catalog`  `Recommendation`

**Channel**  `App`  `Website`

WebEngage
#RETENTIONSIMPLIFIED

## Use case-focused personalized emails

**Summary:** Send customized emails for abandoned carts and other use cases, tailored to playfully create curiosity and fear of missing out (FOMO) among your target audience. Encourage the target audience to return and complete their purchases by offering free shipping and exclusive discounts.

**Target Audience:** Users with abandoned carts, or as per the use case requirements.

**Impact:** Increased FOMO among users, better conversion rates

**Feature** `Generative AI`

**Channel** `Email`

## ADVANCED

### Target users based on their website behavior

**Summary:** Personalize banners by recommending recently viewed items, displaying products from frequently browsed product pages, and suggesting real-time product recommendations.

**Target Audience:** Users who frequently browsed a product page, recently viewed a product, or added to cart but did not complete the purchase.

**Impact:** Increase purchase likelihood and optimize the overall shopping experience for each customer

**Feature** `Web & App Personalization` `Recommendation & Catalog`

**Channel** `App` `Website`

### Convert unknown users to known users

**Summary:** Personalized targeted forms, pop-ups, or prompts to collect unknown users' data like browsing behavior, location, and device information. Use predictive segmentation to segregate users likely to convert and make tailored product recommendations to turn them from known to unknown users.

**Target Audience:** "Website visitors who did not sign up or create an account or provided any personal information.

**Impact:** Boost user engagement and conversion rates from unknown users to recognizable leads.

**Feature** `Web & App Personalization` `Predictive Segmentation` `Recommendation & Catalog`

**Channel** `App` `Website`

## ADVANCED

### Use catalog and recommendation to create dynamic category based on user intent

**Summary:** Use Catalog to retrieve the latest information and suggest appropriate categories to users based on their preferences. Improve the Catalog by adding more filtering and sorting options to match users' searches according to criteria such as price, brand, etc.

**Target Audience:** Frequent shoppers of a specific category, new users, browsing historians who browse different categories but do not make a purchase.

**Impact:** Enhance user experience and increase relevance delivering more personalized shopping experiences

**Feature** `Catalog` `Recommendation`

**Channel** `App` `Website`

### Personalized widgets to re-stock on their previous purchase(s)

**Summary:** Predictive segmentation forecasts user behavior, like the likelihood of a purchase event. By filtering data, it identifies users likely to re-stock specific products based on past purchases, enabling targeted marketing with personalized product catalogs.

**Target Audience:** Online shoppers who have a history of making repeat purchases, exhibit consistent product preferences, and engage with the platform regularly.

**Impact:** Automate post-purchase engagement and improve customer satisfaction

**Feature** `Catalog` `Recommendation` `Predictive Segmentation`

**Channel** `App` `Website`

## Product out of stock? Show relevant recommendations

**Summary:** Use WebEngage recommendation engine to suggest products similar to ones that are out of stock and encourage purchases. Apply predictive segmentation to categorize users based on their preferences, purchase history, and send tailored product category recommendations.

**Target Audience:** High value or loyal customers, frequent shoppers

**Impact:** Boost engagement and repeat orders/purchases

**Feature** `Predictive Segmentation` `Recommendation & Catalog`

**Channel** `App` `Website`

## Convert high-intent repeat browsers into customers

**Summary:** Leverage predictive segmentation to identify high-intent users browsing specific product/category. Send nudges to complete the purchase using catalog and recommendation.

**Target Audience:** Users who have browsed through a product category at least 2 times in the last 7 Days.

**Impact:** Improved customer engagement and conversion rates, bring back dropped off customers.

**Feature** `Send-Time Optimization (Send Intelligently)` `Predictive Segmentation` `Catalog` `Recommendation`

**Channel** `Email`

**ADVANCED**

## Drive mobile app downloads with post-purchase customer engagement

**Summary:** Use automated messaging to nudge users who have just made a purchase and are predicted to download the mobile app. Once identified, engage them on their preferred channels at preferred times.

**Target Audience:** Users who have just completed a purchase

**Impact:** Boost in mobile app downloads

**Feature** ( Predictive Segmentation ) ( Best Channel ) ( Send-Time Optimization (Send Intelligently) )

**Channel** ( Journey designer )

## Generate highly personalized and dynamic shopping lists

**Summary:** Leverage Recommendation and Catalog to anticipate customer needs, and recommends relevant products based on their preferences.

**Target Audience:** Users who are regular shoppers

**Impact:** Enhanced user shopping experience

**Feature** ( Catalog ) ( Recommendation )

**Channel** ( App ) ( Website ) ( Email )

AI/ML Use Cases
for Travel & Hospitality

## Personalized home page for Geo-targeted promotions

**Summary:** Personalize the homepage based on the user's location, showcasing exclusive travel deals, promotions, or destination-specific content.

**Target Audience:** Business travelers, Last minute backpackers, Solo adventure enthusiasts.

**Impact:** Boost relevance, bookings and engagement

**Feature**

**Channel**  `Web Personalization`  `App Personalization`

`App`  `Website`

## Get contacts of anonymous visitors dropping off on cart page

**Summary:** Use website surveys to gather contact details of visitors about to leave your cart in exchange for receiving incentives.

**Target Audience:** Unknown users

**Impact:** Improvement in tracking anonymous visitors and lead generation

**Feature**  `Send Intelligently`

**Channel**  `App`

## BASIC

### Get insights on why mobile site visitors abandon cart

**Summary:** Utilize targeted website surveys for mobile visitors leaving their cart, collecting feedback to enhance the booking experience and travel offerings.

**Target Audience:** Mobile visitors abandoning travel bookings

**Impact:** Improved understanding of customer needs and enhanced travel offerings.

**Feature** App Personalization

**Channel** App

### Promote your travel deals during long weekends and festivals

**Summary:** Get users to visit the travel package page with customized on-site banners with captivating imagery and a call-to-action.

**Target Audience:** Website visitors during shopping festivals

**Impact:** Heightened interest in travel deals and higher conversions

**Feature** Web Personalization App Personalization

**Channel** App Website

WebEngage
#RETENTIONSIMPLIFIED

## BASIC

### Create customized messages with offers

**Summary:** Determine most loyal customers and run personalised offers on them to nurture loyalty. Create customized messages with Generative AI and include personalised offers specifically for frequent users once the booking is made, such as, discounted cab offers from airport.

**Target Audience:** Users who frequently make flight bookings on your platform.

**Impact:** Foster customer loyalty and encourage repeat bookings

**Feature**  RFM

**Channel**  Email   SMS

## INTERMEDIATE

### Cross-selling services to airline flyers

**Summary:** Use Journey Designer to engage with customers post transaction, cross-selling/upselling other services through various channels.

**Target Audience:** Users who have transacted with the platform atleast once.

**Impact:** Increases cross selling instances & AOV

**Feature**  Journey Designer   Catalog & Recommendation

**Channel**  Multiple Channels

## Create customized travel itineraries

**Summary:** Analyze customer preferences and historical travel data. Accordingly, generate personalized travel itineraries with recommendations for destinations, accommodation, and activities, ensuring a tailored and engaging travel experience.

**Target Audience:** All users

**Impact:** Drive revenue generation and increase user satisfaction

**Feature** `Catalog` `Recommendation`

**Channel** `Website` `App` `Email`

## Automate surf-abandonment recovery for users who want to travel urgently

**Summary:** Automate user engagement at set intervals across channels by targeting users who are predicted to abandon browsing without checking out.

**Target Audience:** Users who searched for flights within last 4 days but did not complete a booking.

**Impact:** Improved surf abandonment recovery rates

**Feature** `Predictive Segmentation` `Journey Designer`

**Channel** `Multiple Channels`

WebEngage
#RETENTIONSIMPLIFIED

**ADVANCED**

## Nudge users to make a booking by sending personalized and relevant travel recommendations

**Summary:** Identify engaged visitors who are likely to make a booking using predictive segmentation. Recommend personalized travel packages with information on destinations, accommodations, and activities etc to nudge them to complete a booking.

**Target Audience:** Users who frequently browsed a destination or who abandoned the payment gateway.

**Impact:** Boost conversion rate

**Feature** [ Predictive Segmentation ]   [ Recommendation & Catalog ]

**Channel** [ Email ]

## Recommend pre-check-in services to users who have booked a holiday package

**Summary:** Use recommendation engine to suggest ancillary and upselling services to user based on their booking preferences until their hotel check-in.

**Target Audience:** Users who have book a travel package

**Impact:** Boosting upsell and cross sell opportunities

**Feature** [ Recommendation ]   [ Send-Time Optimization (Send Intelligently) ]

**Channel** [ In App ]

# AI/ML Use Cases
## for Edtech

## New course launch

**Summary:** Implement Generative AI to craft personalized emailers introducing new course launch, tailored to the specific demographics and area of interests.

**Target Audience:** Parents of K-12 students using the EdTech platform, professionals looking to upskill.

**Impact:** Boost engagement and brand loyalty for the platform

**Feature** `Generative AI`

**Channel** `Email` `SMS`

## Sending automated workflows on app/website to celebrate progress milestones

**Summary:** Incentivize users with automated notifications when they reach specific progress milestones on the platform, such as virtual badges or certificates.

**Target Audience:** Students who dropped off from the app, who did not complete the course, students who faced technical challenges and abandoned the course or app.

**Impact:** Boost student engagement and retention on platform

**Feature** `RFM`

**Channel** `App` `Website`

## Create dynamic discounts/coupons based on user behavior of at risk users

**Summary:** Leverage predictive segmentation and Incentivize at risk users with personalized discounts or coupons for the courses.

**Target Audience:** Professionals, and subject matter experts

**Impact:** Increased engagement and higher employee satisfaction

**Feature**  `Predictive segmentation`

**Channel**  `App`  `Website`

## Boost CLV by recommending relevant courses

**Summary:** Segment users who have completed or soon to complete the course enrolled for and provide real-time, dynamically generated recommendations for the next best course, creating a personalized and continuous learning experience.

**Target Audience:** Exisiting users who have completed a course and want to further upskill themselves. Users browsing new courses to persue.

**Impact:** Boost retention, Higher CLV and CSAT

**Feature**  `Catalog`  `Recommendation`

**Channel**  `App`  `Website`

WebEngage
#RETENTIONSIMPLIFIED

## Send relevant and updated course information in your messages

**Summary:** Leverage Catalog to upload relevant product information and use it to enrich your marketing communications. Example: Most popular courses, new course additions.

**Target Audience:** Students who are already enrolled in a course, users exploring different course pages but did not enroll.

**Impact:** Improve retention and conversion rates

**Feature** Catalog Recommendation

**Channel** Email SMS Whatsapp

## Content optimization (based on course viewed, purchased etc)

**Summary:** Show additional product details/information by fetching relevant product data through Catalog. Recommend related courses, supplemental materials, or advanced levels based on the student's learning history real-time.

**Target Audience:** Students who have viewed specific courses or have made course purchases.

**Impact:** Personalized learning experiences and cross-sell opportunities

**Feature** Catalog Recommendation

**Channel** App Website

## Course out of stock? Show relevant recommendations

**Summary:** Use WebEngage recommendation engine to suggest alternate courses similar to ones that are out of stock and encourage purchases.

**Target Audience:** Frequent website visitors who browse specific courses. Students who have completed a course and looking for the next course.

**Impact:** Boost repeat enrollments and conversion

**Feature** `Recommendation`

**Channel** `App` `Website`

## Implement A/B testing to optimize Website design

**Summary:** Experiment with different call-to-action designs for course sign-ups. Analyze user responses and iterate based on the most effective design.

**Target Audience:** Prospective students navigating the course sign-up pages.

**Impact:** Enhanced website experience and conversion rates

**Feature** `A/B testing`

**Channel** `Website`

WebEngage
#RETENTIONSIMPLIFIED

## Using generative AI to curate adaptive learning plans using RFM segments

**Summary:** Leverage RFM analysis, to craft personalized emails nudging inactive users to start from where they left. Create bespoke email content using generative AI to recommend more advanced modules, challenges, or additional materials to frequent users.

**Target Audience:** Students actively using the edtech app, who are dormant or about to churn and those looking to upskill.

**Impact:** Boost engagement and deliver effective learning experiences

**Feature** `RFM` `Recommendation`

**Channel** `App` `Website`

## Predictive segmentation to identify weak students and recommend personalized tutoring plan

**Summary:** Using predictive segments to nudge students most likely to fail a course and recommend additional learning support like suggesting specific tutoring services, or proposing relevant workshops or seminars.

**Target Audience:** Exisiting students who use the platform for learning. Students at high risk of failing.

**Impact:** Provide a more personalized and supportive learning experience, fostering a positive academic environment.

**Feature** `Predictive segmentation` `Recommendation`

**Channel** `App` `Website`

## Drive event registrations based on Predictive Segmentation

**Summary:** Identify user groups with high propensity to complete the registration. Nudge them with real-time personalized offers and courses based on individual preferences.

**Target Audience:** Users who have viewed the registration page but did not register.

**Impact:** Lead generation and improved conversion rates

**Feature** ( Web or App personalization ) ( Predictive Segmentation )

**Channel** ( Email )

## Boost free trial registrations on website

**Summary:** Identify users who've viewed specific courses using predictive segmentation. Group users based on their engagement patterns and tailor free trial offers for courses of interest within each segment.

**Target Audience:** Users who have viewed any course more than once.

**Impact:** Converts free trails to paid subscriptions and increase relevance

**Feature** ( Recommendation ) ( Predictive Segmentation )

**Channel** ( Website )

WebEngage
#RETENTIONSIMPLIFIED

## Group or corporate subscriptions to upskill employees

**Summary:** Segment employees based on historical performance data, departments and company size to predict their specific upskilling needs and deliver personalized learning experiences.

**Target Audience:** Companies or organizations interested in upskilling their teams.

**Impact:** Boost learning experiences and work productivity

**Feature** `Personalization` `Recommendation`

**Channel** `Multiple Channels`

## Show top courses recommendations based on custom events

**Summary:** Showcase personalized course recommendations real-time based on the user's recent custom events and behaviors such as courses enrolled, add to cart, and frequently browsed pages.

**Target Audience:** Individuals who have enrolled for a course, adding courses to the cart, or frequently browsing specific pages.

**Impact:** Boost user engagement and conversions

**Feature** `Recommendation`

**Channel** `App` `Website`

## Automate payment failure workflows

**Summary:** Use Generative AI to create intelligent Emails and SMSes to ensure a seamless payment experience in the case of a payment failure.

**Target Audience:** Users who face payment issues during transactions.

**Impact:** Enhanced user experience

**Feature** `Generative AI` `Relays`

**Channel** `Email` `SMS`

## Combat cart abandonment with cross-channel workflows

**Summary:** Engage users on the most relevant channels with encouraging messages, and leverage Catalog & Recommendation to send personalized recommendations for additional courses.

**Target Audience:** Users abandoning course enrollment or subscription carts.

**Impact:** Increased course enrollment or subscription conversion

**Feature** `Best Channel` `Catalog & Recommendation`

**Channel** `General`

WebEngage
#RETENTIONSIMPLIFIED

## Measure if cart abandonment nudges lead to more conversions

**Summary:** Use universal control group to measure the marketing impact of your campaigns sent over multiple channels and over a period of time.

**Target Audience:** Active and inactive users

**Impact:** Improved communication effectiveness and user engagement

**Feature** ( Universal Control Group ) ( Send Intelligently ) ( Best Channel )

**Channel** ( Email )

## Reactivate inactive users with timely reminders

**Summary:** Send users timely reminders to complete course or remind them about the course expiry date. Use Generative AI to make the content impactful and measure the marketing impact of such campaigns sent via Email/SMS over a period of time.

**Target Audience:** Inactive users: Users who purchased a course but did not make any progress in a week.

**Impact:** Enhanced user engagement and retention

**Feature** ( Generative AI ) ( Send Intelligently ) ( Best Channel )

**Channel** ( Email ) ( SMS )

## Analyze student performance data and create personalized learning paths

**Summary:** Analyze student learning behaviors and recommend relevant study materials, exercises, and quizzes. Dynamically adjust learning paths based on individual progress.

**Target Audience:** Users who have enrolled in courses/programs

**Impact:** Improved individualized learning experiences

**Feature** `Catalog` `Recommendation`

**Channel** `General`

## Improve audience engagement and targeting for educational content

**Summary:** Utilize SMS and Email campaigns to streamline communication, foster engagement, and facilitate seamless interactions. Make fee reminders, login links, and other general announcements more personalized, concise, and efficient with WE's generative AI.

**Target Audience:** Students and course participants

**Impact:** Improve audience engagement and communication

**Feature** `Generative AI`

**Channel** `SMS` `Email`

WebEngage
#RETENTIONSIMPLIFIED

## Nudge users to enroll in a course after attending events/seminars

**Summary:** Utilize predictive segments to identify the cohort most likely to enroll in the course. Use Generative AI to craft personalized and engaging email content to engage them. Implement "send intelligently" to deliver messages at optimal times for each cohort, maximizing engagement potential.

**Target Audience:** Users who have attended an event, but did not purchase a course.

**Impact:** Enhanced user engagement and boost in enrollment rates

**Feature**   Predictive Segments   Generative AI   Send intelligently

**Channel**   Email

## Engage known users on the app/website

**Summary:** Use RFM analysis to identify browsing patterns of known users. Optimize Recommendation and catalog engine to send tailored course recommendation in real-time and fetch updated course details.

**Target Audience:** Users who have not signed-up or are unknown users.

**Impact:** Boost engagement and session time on website

**Feature**   Web or App personalization   RFM   Recommendation   Catalog

**Channel**   App   Website

## ADVANCED

### Recommend relevant courses to users based on their interest and website usage

**Summary:** Use Journey Designer to personalize and contextually trigger course recommendation messages across channels where the user is reachable.

**Target Audience:** Users who have interacted with the platform.

**Impact:** Improved customer engagement and cross-sell

**Feature** `Journey Designer` `Recommendation` `Catalog` `Web & App Personalization`

**Channel** `Multiple Channels`

### Cross-sell related or advanced course recommendations to users based of their purchase history

**Summary:** Leverage recommendation and catalog to suggest advanced courses and tests to users who has already enrolled for a course. Use send time optimization to engage when they are most active.

**Target Audience:** Users who have transacted at least once on the platform.

**Impact:** Increase in cross-sell and retention

**Feature** `Journey Designer` `Recommendation` `Catalog` `Send-Time Optimization (Send Intelligently)`

**Channel** `Multiple Channels`

WebEngage
#RETENTIONSIMPLIFIED

AI/ML Use Cases
for BFSI

## Automate reachout and guide applicants to complete their financial product application process

**Summary:** Trigger contextual messages on user's preferred channel using the best channel feature and remind users to submit the application form, supporting documents, and verification fee.

**Target Audience:** Users who have partially filled the application but did not make the final submission.

**Impact:** Reduced drop offs during application process.

**Feature**  Journey Designer   Best Channel   Send-Time Optimization (Send Intelligently)

**Channel**  Multiple Channels

## Showcase personalized investment recommendations to users

**Summary:** Showcase personalized investment suggestions, including products and strategies based on their risk factor, age and financial goals. and highlight customer care details.

**Target Audience:** Users spending considerable time on financial product pages.

**Impact:** Build awareness about other financial products and boost engagement rates.

**Feature**  Catalog   Recommendation

**Channel**  App   Website

WebEngage
#RETENTIONSIMPLIFIED

## Curate concise SMS campaigns to share investment opportunities, loan offers, etc.

**Summary:** Leverage WE AI for alternate suggestions when the SMS character limit is exceeded, to deliver timely and cost-effective updates. Keep customers informed about valuable financial opportunities without compromising message impact.

**Target Audience:** Users who have shown interest in financial opportunities.

**Impact:** Enhanced customer engagement and communication efficiency

**Feature** Generative AI

**Channel** SMS

## Personalize website content based on anonymous user attributes and use engagement for sales leads

**Summary:** Utilize web personalization to dynamically adjust headlines, product recommendations, and calls-to-action based on the visitor's characteristics. Run hyper-targeted website surveys for different segments to gather information about the anonymous visitor's preferences, expectations, or reasons for visiting.

**Target Audience:** Unknown users, first time visitors

**Impact:** Conversion of site visitors into identifiable leads

**Feature** On-site surveys   Web Personalization

**Channel** App   Website

## Automate payment reminders for recurring payments

**Summary:** Send automated messages to nudge users with payment reminders on their preferred channels.

**Target Audience:** Known users whose payments are due.

**Impact:** Improved engagement and increase in brand reliability.

**Feature** Best Channel   Send-Time Optimization (Send Intelligently)

**Channel** Multiple Channels

## Winback churn-risk customers with customized messaging

**Summary:** Identify at-risk customers using RFM. Use Generative AI to craft personalised messages based on past user behaviour, including attractive offers and surveys to gather customer feedback.

**Target Audience:** Users who have had more than 3 transactions ever, and the last transaction was more than 2 years back.

**Impact:** Reduced drop off rates

**Feature** ( RFM ) ( Generative AI )

**Channel** ( Email ) ( SMS )

## Smart feedback collection for improved UI/UX

**Summary:** Apply A/B Testing to experiment with different survey formats and collection methods. Analyze user responses to identify the most effective approach for smart feedback collection.

**Target Audience:** All website/app visitors

**Impact:** Increased feedback collection effectiveness, targeted UI/UX improvements.

**Feature** ( A/B Testing ) ( Web & App Personalization )

**Channel** ( Email ) ( SMS )

## Convert seasonal one-time shoppers into lifetime customers

**Summary:** Use RFM segmentation to target similar one-time buyers and pull data from the recommendation engine to send them personalized triggered messages across various channels.

**Target Audience:** One time users, OR, Users who viewed insurance/credit cart/loan services page.

**Impact:** Boost in number of active users and coversion rates

**Feature** `RFM` `Catalog & Recommendation`

**Channel** `General`

## Improve post-sales engagement with contextual cross-selling

**Summary:** Engage customers with customized messages that include recommendations based on their past behavior and transactions.

**Target Audience:** Car loan customers, and, Customers eligible for car loans.

**Impact:** Enhanced post-sales customer engagement

**Feature** `Catalog & Recommendation` `Generative AI`

**Channel** `Email` `SMS`

WebEngage
#RETENTIONSIMPLIFIED
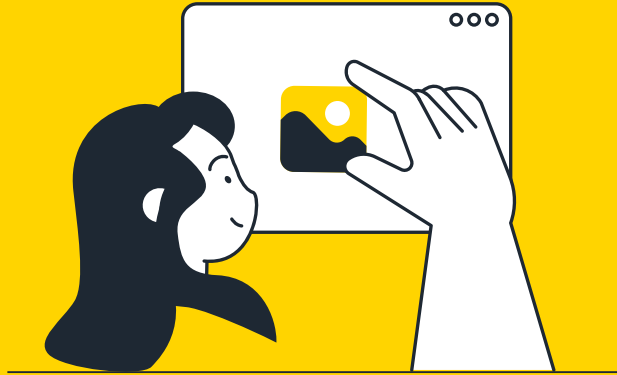
# AI/ML Use Cases
## for Media & Entertainment

## BASIC

### Use onsite lead generation to convert anonymous users into known customers

- **Summary:** Gather email IDs of anonymous visitors through web overlays in exchange for receiving helpful resources or discounts in their inboxes.
- **Target Audience:** Unknown Users
- **Impact:** Expansion of email list
- **Feature** `Web Personalization`
- **Channel** `On-site Notification`

## INTERMEDIATE

### Hype building around movies & shows

- **Summary:** Create enticing email campaigns and check for spam alerts with WE Generative AI to ensure they reach the audience's inbox and reengage them. Build hype with playful emails showcasing exclusive sneak peeks, limited-time offers, and more.
- **Target Audience:** Users who are movie/TV show enthusiasts
- **Impact:** Increased excitement among viewers, fostering customer loyalty
- **Feature** `Generative AI`
- **Channel** `Email`

WebEngage
#RETENTIONSIMPLIFIED

## ADVANCED

### Increase free trial to paid subscription rate

**Summary:** Personalize communication for users yet to upgrade to the paid version on the preferred channel of communication.

**Target Audience:** Users who have signed up for free trial, OR, watched/read 3 pieces of content, but not taken paid subscription.

**Impact:** Improved subscription rates

**Feature** `Web Personalization` `App Personalization` `Send-Time Optimization (Send Intelligently)`

**Channel** `Multiple Channels` `Website` `App` `Email`

### Personalize movies and tv show recommendations to increase subscriptions and boost user engagement.
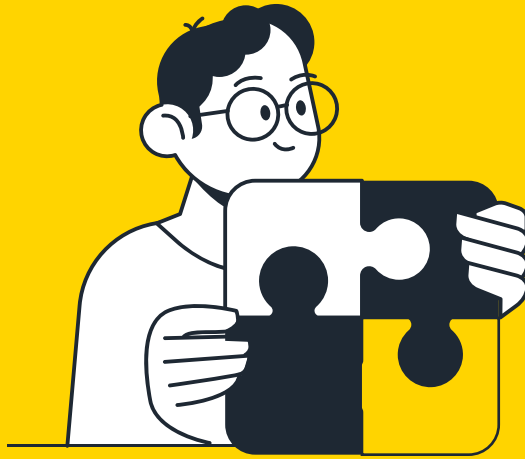
**Summary:** AI can analyze user interests and engagement with different types of media content to deliver personalized recommendations for movies, TV shows, articles, and news.

**Target Audience:** Subscribers and frequent viewers

**Impact:** Increased user subscriptions and engagement

**Feature** `Catalog` `Recommendation`

**Channel** `App` `Website` `Email`

AI/ML Use Cases
**for Gaming**

## Use onsite lead generation to convert anonymous users into known customers

**Summary:** Gather email IDs of anonymous visitors through web overlays in exchange for receiving helpful resources or discounts in their inboxes.

**Target Audience:** Unknown Users

**Impact:** Expansion of email list

**Feature** Web Personalization

**Channel** On-site Notification

## INTERMEDIATE

### Dynamic In-Game Content Recommendations

**Summary:** AI can recommend in-game content such as skins, items, or levels based on player preferences and behavior, driving engagement and microtransactions.

**Target Audience:** All users

**Impact:** Increased engagement, unique gaming experience

**Feature** `App Personalization`

**Channel** `App` `Website`

### Offer dynamic In-game rewards, challenges, and incentives

**Summary:** Analyze player behavior and preferences to offer level-appropriate interactions. For instance, motivate beginners with incentives and reward players who excel by offering challenges/rewards to drive their gaming skills.

**Target Audience:** All users

**Impact:** Boost in user engagement, increased user satisfaction

**Feature** `App Personalization`

**Channel** `App`

WebEngage
#RETENTIONSIMPLIFIED

AI/ML Use Cases
for Healthcare

## BASIC

### Pre-emptive treatment

— **Summary:** Marketers can use ML to identify patients who are highly likely, moderately likely and least likely to have periodic routine examinations.

— **Target Audience:** All users

— **Impact:** Personalized healthcare interventions, increased customer loyalty

— **Feature** `Predictive Segmentation`

— **Channel** `App` `Website`

### Improving patient support with virtual nursing assistants

— **Summary:** Provide virtual nursing assistance using conversational AI on WhatsApp to handle tasks like patient check-ins, follow-ups, and basic triage.

— **Target Audience:** Patients who engage with healthcare services remotely or virtually for non-urgent medical concerns.

— **Impact:** Improves nursing staff efficiency, enhances patient care and satisfaction

— **Feature** `Conversational AI`

— **Channel** `Whatsapp`

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## BASIC

### Send tailored content based on users' medical condition

**Summary:** Recommend tailored content based on users's medical history like health articles, treatment awareness blogs, and wellness programs, to optimizie patient engagement.

**Target Audience:** Patients with diverse medical histories

**Impact:** Increases patient engagement and patient satisfaction

**Feature** `Recommendation Engine` `Catalog`

**Channel** `In-App` `Website` `Email`

### Convert anonymous traffic on your website to sales leads through surveys

**Summary:** Conduct hyper-targeted surveys to gather contact details and health requirements of website visitors.

**Target Audience:** Unknown Users

**Impact:** Conversion of site visitors into identifiable leads

**Feature** `Web Personalization`

**Channel** `Web in-line`

## Send reminders to 'no-show' patients

**Summary:** Identify patients with predictive segments who are most likely to not show up for a consultation and send reminders on preferred channels.

**Target Audience:** Patients who are likely to not show up for a consultation

**Impact:** Increased retention rates, reduced 'no-show' rates and improved patient satisfaction.

**Feature**  `Predictive Segments`  `Best Channel`

**Channel**  `General`

## Optimize appointment management with tailored notifications

**Summary:** Use WhatsApp's Conversational AI to help patients with appointment tasks like scheduling, canceling, confirming, or rescheduling. Send tailored notifications to patients based on their preferences and needs, making the process convenient and efficient.

**Target Audience:** Patients comfortable with digital communication or prefer using messaging apps like WhatsApp, seeking convenience in appointment management.

**Impact:** Enhanced customer experience and customer retention

**Feature**  `Conversational AI`

**Channel**  `WhatsApp`

WebEngage
#RETENTIONSIMPLIFIED

**INTERMEDIATE**

## Recommending personalized treatment plans

- **Summary:** Leverage patient data- genetics, medical history, age and lifestyle to generate personalized treatment recommendations from the catalog that meets individual patient needs.

- **Target Audience:** Exisiting patients who have complex medical conditions or require tailored interventions to optimize their health outcomes.

- **Impact:** Highly personalized care and enhanced patient satisfaction

- **Feature** `Personalization` `Recommendation` `Catalog`

- **Channel** `General`

## Use engagement scoring to identify users to pitch online diagnostic services

- **Summary:** Assign weightage to patients based on their past interactions and segment relevant cohort to pitch online diagnostic service.

- **Target Audience:** Any patient who uses your website or app

- **Impact:** Boosts cross-sell

- **Feature** `Engagement Scoring` `Best Channel Optimization`

- **Channel** `SMS` `In-App Notifications` `Email`

## Retaining hybernating patients with personalized recommendations

**Summary:** Leverage RFM analysis to identify at-risk patients based on factors like low recency or decreased spending. Utilize Generative AI to send personalized heath recommendations to re-engage and retain them.

**Target Audience:** Patients who reduced their visit frequency, decreased their healthcare spending, or shown signs of disengagement.

**Impact:** Improves patient retention, boosts satisfaction and improves CLTV

**Feature** `Recommenedation` `Generative AI` `RFM Analysis`

**Channel** `Email`

## Health monitoring systems with personalized notifications

**Summary:** Send personalized health tips, appointment reminders, and medication notifications with content tailored to the customer.

**Target Audience:** All website/app users

**Impact:** Proactive health management and increased user engagement

**Feature** `Catalog` `Recommendation`

**Channel** `Email` `SMS`

## Reducing online scheduling abandonment

**Summary:** Use predictive segment to analyze and group patient data based on their likelihood of scheduling online appointments. Leverage conversational AI to send personalized reminders and tailored follow-up messages providing realtime end-to-end assistance throughout the scheduling process.

**Target Audience:** Patients who expressed interest but haven't completed the scheduling process, and who may benefit from personalized reminders and assistance to initiate scheduling.

**Impact:** Reduces online schedule abandonment, patient retention and satisfaction

**Feature**  Predictive Segmentation  Personalized Recommendations  Conversational AI

**Channel**  WhatsApp

# AI/ML Use Cases
## for Retail

## BASIC

### Show offer coupons for New Year sale

**Summary:** Capture user attention with personalized coupons on relevant channels during the New Year sale to encourage festive season shopping.

**Target Audience:** Online shoppers during the New Year sale

**Impact:** Increased user participation and sales during the New Year sale

**Feature** `Best Channel`

**Channel** `General`

### Book appointments using Conversational AI

**Summary:** Intergrate conversational-AI with WhatsApp to handle appointment scheduling with real-time availability and booking assistance.

**Target Audience:** Known users like people who have shown interest in a product category but did not purchase.

**Impact:** Enhance customer experience, increase engagement and loyalty, reduce manual intervention

**Feature** `Conversational AI`

**Channel** `Website`

## BASIC

### Send personalized email recommendations to reduce cart abandonment

**Summary:** Set up automated emails to remind customers who have abandoned their shopping carts to complete their purchase, offering incentives or personalized recommendations.

**Target Audience:** Shoppers who have added items to their cart but did not complete the purchase.

**Impact:** Increase conversion rates, enhance customer experience and retention

**Feature** `Personalization` `Recommendation Engine`

**Channel** `Email`

### Checkout page abandonment

**Summary:** Implement a personalized sticky header bar on the checkout page to highlight active promotions and discounts on cart items to reduce checkout page abandonment and reduce drop-offs.

**Target Audience:** Shoppers who are about to checkout or abandoned before checkout.

**Impact:** Increased conversions, reduce checkout page abandonment and improves engagement.

**Feature** `Personalization`

**Channel** `App` `Website`

## Send promotions for seasonal sales, holidays, or special events

- **Summary:** Leverage predictive segments to identify and target specific cohorts most likely to buy during seasonal sales and engage them with tailored promotions.

- **Target Audience:** Frequent buyers, holiday sale season shoppers, discount buyers

- **Impact:** Increase sales, customer engagement and brand loyalty

- **Feature** `Predictive segments`

- **Channel** `General`

## Incentivizing dormant users with win-back campaigns

- **Summary:** Identify and re-engage dormant or at-risk customers using RFM analysis. By offering special incentives or offers, retailers can entice these customers to return to the store, increasing customer retention and revenue.

- **Target Audience:** Users who havent initiated a session on website or app for a long time

- **Impact:** Reactivates users, boosts retention, improves engagement

- **Feature** `RFM Analysis`

- **Channel** `App` `Website`

## BASIC

### Show relevant recommendations for out of stock products

— **Summary:** Utilize catalog and recommendation engine to suggest alternative products when items are out of stock.

— **Target Audience:** Anyone who use an OOS (Out Of Stock) product

— **Impact:** Reduce product page drop-offs

— **Feature** `Catalog & Recommendation`

— **Channel** `Website` `App`

## INTERMEDIATE

### Segment loyalty program members based on purchase recency or frequency

— **Summary:** Start by analyzing customer engagement using RFM (Recency, Frequency, Monetary) metrics, then create personalized home page banners based on the RFM buckets (example: users who are promoters, high value customers, loyalists)

— **Target Audience:** Customers enrolled in the loyalty programs

— **Impact:** Improves retention, increase loyalty and enhance customer experience

— **Feature** `Personalization` `RFM Analysis`

— **Channel** `App`

WebEngage
#RETENTIONSIMPLIFIED

## Build customer affinity with post-purchase emails

**Summary:** Identify recent shoppers and send tailored post-purchase mails using Generative AI, based on their age-group or generation (E.g. Gen Z, Boomers, Millennials) to boost engagement and build brand affinity.

**Target Audience:** Recent shoppers who have completed a purchase

**Impact:** Boosts customer satisfaction, and increases repeat purchases

**Feature** ( Generative AI ) ( Personalization )

**Channel** ( Email )

## Replenishment reminders for customers who restock monthly

**Summary:** Use RFM to find the champion customers who restock monthly. Optimize best channel to send them automated reminders prompting a repeat purchase.

**Target Audience:** Frequent buyers, shoppers who have bought more than once

**Impact:** Repeat purchase, boost retention and revenue growth

**Feature** ( RFM ) ( Recommendation Engine ) ( Best Channel )

**Channel** ( Website ) ( App )

## Retarget high intent buyers on preferred channels

**Summary:** Use predictive segmentation to retarget users most likely to purchase a product and send targeted campaign on their prefered channel using the 'best channel' feature to boost repeat orders.

**Target Audience:** Customers who have purchased in the past or have browsed product specific categories but did not make a purchase.

**Impact:** Higher conversion rates, improves customer loyalty and retention

**Feature**  Predictive segments   Best Channel

**Channel**  Email   Website   App   SMS

## Send tailored recommendation to highly engaged customers

**Summary:** Assign weightage to events like 'users who have visited offline stores' and send them tailored recommendations to boost engagement and conversion.

**Target Audience:** All known users

**Impact:** Boost engagement and conversions

**Feature**  Engagement scoring   Recommendation Engine   Best Channel

**Channel**  General

WebEngage
#RETENTIONSIMPLIFIED

**Industry Neutral**
AI/ML Use Cases

**BASIC**

## Increase your email subscriptions through opt-ins

**Summary:** Gather email IDs of anonymous visitors through web overlays in exchange for exclusive discounts.

**Target Audience:** Unknown Users

**Impact:** Enlargement of email list

**Feature** Web Personalization

**Channel** Email

## Improve user segmentation strategy with engagement scoring

**Summary:** Segment users by their lead/engagement score based on a threshold score unique to each business. Target user with relevant campaigns based on their dynamic engagement scores.

**Target Audience:** All users segmented on criterias like email interactions, page views, CTA clicks etc.

**Impact:** Enhanced user engagement and boost in campaign relevance

**Feature** Engagement Scoring

**Channel** Website

WebEngage
#RETENTIONSIMPLIFIED

## Highlight top/trending posts on your blog

**Summary:** Draw user attention to your top/viral posts with a callout bubble to improve content discovery for your blogs.

**Target Audience:** Website visitors

**Impact:** Improved content discovery and reduced bounce rates

**Feature**  `Web Personalization`   `App Personalization`

**Channel**  `On-site`

## Highlight best products/top offers on your website

**Summary:** To improve product discovery, draw user attention to your website's best products/top offers with a callout bubble.

**Target Audience:** Website visitors

**Impact:** Enhaced personalization and improved product discovery

**Feature**  `Catalog`   `Recommendation`

**Channel**  `On-site`

## Highlight new features/products on your website

**Summary:** Draw user attention to new features/products on your website with a callout bubble to improve feature discovery and generate more leads.

**Target Audience:** Website visitors

**Impact:** Improved product discovery and lead generation

**Feature** Web Personalization

**Channel** On-site

## Promote your customer care services for guided navigation

**Summary:** Highlight your website's on-call consultation feature using callouts to convert more visitors into leads.

**Target Audience:** Website visitors

**Impact:** Improved issue resolution and conversion rates

**Feature** Web Personalization

**Channel** On-site

WebEngage
#RETENTIONSIMPLIFIED

## Likelihood-Based Segmentation

**Summary:** You can deploy predictive analytics in high-risk processes to evaluate potential risks and analyze upcoming customer behavior and preference trends.

**Target Audience:** All users

**Impact:** Identify potential risks and make informed decisions

**Feature** Predictive Segmentation

**Channel** General

## Customer Segmentation and Targeting

**Summary:** B2C brands can use AI-powered tools to segment customers into categories based on their behavior, preferences, demographics, and other such characteristics to launch tailored campaigns and set your brand messaging accordingly.

**Target Audience:** All users

**Impact:** Increased relevancy of content and recommendations

**Feature** Segmentation

**Channel** General

## Personalized post-purchase customer engagement

**Summary:** Engage customers after completing product purchases using triggers and personalized email workflows, recommending related products or providing post-purchase support.

**Target Audience:** Users who recently completed a purchase.

**Impact:** Automate post-purchase engagement and improve customer satisfaction

**Feature** `Catalog` `Recommendation`

**Channel** `Email` `WhatsApp`

## Automate feedback workflow to reduce account cancellations

**Summary:** Automate a personalized feedback workflow on the right channels at the right time for users who are likely to downgrade or pause their accounts.

**Target Audience:** At risk users, about to sleep and hibernating users.

**Impact:** Reduced customer churn rates

**Feature** Journey Designer | Predictive Segmentaiton | Best Channel | Send-Time Optimization (Send Intelligently)

**Channel** Multiple Channels

## Set up autoresponder emails for product walkthrough requests

**Summary:** Set up personalized autoresponder emails containing product details and user recommendations based on past transactions at various user touchpoints.

**Target Audience:** Users who have transacted at least once on the platform.

**Impact:** Improved customer engagement and relationship building

**Feature** Predictive Segmentation | Generative AI | Send-Time Optimzation (Send Intelligently)

**Channel** Email

## ADVANCED

### Identify and reactivate dormant users by incentivizing them

**Summary:** Identify dormant users using RFM and incentivize them through dynamic coupons to come back on the app or website.

**Target Audience:** Users who have signed up but not logged in, in last 30 days, OR, at risk users, lost users.

**Impact:** Ease of tracking user activity and implementing reactivation

**Feature** ( RFM ) ( Best Channel ) ( Send-Time Optimization (Send Intelligently) )

**Channel** ( Multichannels )

### Reactivate inactive users with a re-engagement workflow

**Summary:** Use engagement scoring feature based on user's last interaction on your website/app to segment users and send reactivation campaigns. Use send time optimization to nudge yours at the time when they are most likely to engage.

**Target Audience:** Users who completed sign-up but not logged in, in since last 30 days, OR,. Users part of the billing cycle.

**Impact:** Reactivation of churned users

**Feature** ( Engagement Scoring ) ( Best Channel ) ( Send-Time Optimization (Send Intelligently) )

**Channel** ( Email )

# Impact Stories™

In this chapter, we present three impactful stories from various sectors, each encountering distinct challenges. Across retail, finance, and healthcare, these narratives demonstrate how WebEngage's solutions tools effectively address diverse problems. From enhancing customer engagement to streamlining financial processes and improving patient care, these stories showcase the transformative potential of WebEngage's AI and ML technologies in driving significant results.

From optimizing customer engagement to streamlining operational processes and enhancing service quality, these narratives underscore the profound influence of WebEngage's robust solutions. By leveraging advanced analytics and machine learning algorithms, organizations can effectively address challenges, leading to improved efficiency, customer satisfaction, and sustainable growth.

# How did Perfora witness an astounding 8X spike in conversions with WebEngage's Web Personalization?

## About Perfora

Perfora elevates everyday oral hygiene with its meticulously crafted products, blending safety and effectiveness through top-tier ingredients and technology. Focused on innovation, Perfora enhances oral care experiences, meeting the demand for exciting and functional products in the market. Recently featured on Shark Tank India Season 2 in February 2023, Perfora has garnered attention and secured funding from top investors. With India's oral care market poised for significant growth, Perfora aims to lead the industry by developing safe and innovative products tailored to modern consumers rooted in scientific research and design-led principles.

## The Challenge:

Apart from reducing cart abandonment and boosting repeat purchases the brand zeroed in on the challenges below:

• **Maximizing user engagement and retention among post-Shark Tank MAUs.**
• **Driving platform conversions among targeted user segments.**
• **Implementing replenishment campaigns to cultivate recurring customer relationships.**
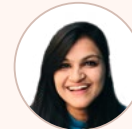
## The Challenge:

Apart from reducing cart abandonment and boosting repeat purchases the brand zeroed in on the challenges below:

• **Website personalization**
• **Catalog and Recommendation Engine**

This allowed them to create personalized experiences for each user, ensuring relevant product recommendations and up-to-date product information. Additionally, strategies like cart abandonment recovery and personalized recommendations based on user history were employed to drive conversions and improve user interaction.

> "With their tools, we've been able to engage users in real time, delivering personalized experiences that resonate with our audience. WebEngage has played a pivotal role in our success, from reducing cart abandonment to increasing customer loyalty."
>
> **Drishti Singhal,**
> Head - D2C Growth, Perfora

# How The Men's Fashion Outlet Witness A 302% Uptick In Unique Conversions

**Powerlook**
MEN'S FASHION

## About Powerlook

Powerlook is one of India's fastest-growing e-commerce brands which offers a unique range of men's casual wear, and aims to give India a brand that is high-street, fashionable, and has nuances of the west. Their USP lies in offering their customers the very best in terms of design and comfort, while at the same time ensuring that their products are available at affordable rates. With business progressing at a great pace, the team has ambitious plans to take Powerlook to the next level by foraying into international markets.

## The Challenge:

The D2C industry, especially retail and apparel, can bring ambiguity to user purchase intent. This is because the industry functions on users' wants, not needs. And the Powerlook team struggled the same initially. Hence, their challenges to solve for were:

• **High drop-offs at an initial stage due to confusion in figuring out intent.**

• **Lack of user-specific recommendations based on their style (understood with user behavior)**

## The Solution:

The brand partnered with WebEngage to implement the following features:

• **Website personalization**  • **Catalog & Recommendation**  • **Web Push & Email**

WebEngage®
#RETENTIONSIMPLIFIED

**Give users a personalized & dynamic website experience**

Powerlook's lack of personalization led to poor user engagement and increased customer churn. To solve this, the team incorporated WebEngage's Web Personalization engine. They nudged cart abandoners to complete purchases for products left in the cart by showing them products they viewed and placing a CTA right next to it for easy checkout.

**Recommend products based on user browsing behavior**

To solve this use case, the Powerlook team incorporated Web Push Notifications & Email campaigns using Journey Designer. According to the user's purchase history, the team recommended outfits and other clothing options. These recommendations were shown after a time duration of 15 days since the last purchase date. Moreover, to increase their AOV, the team recommended more products and clothing choices based on their cart history.

> "WebEngage has been instrumental in retaining users. With the platform's advanced Web Personalization capabilities, we can now deliver a personalized website experience to each of our customers based on their unique interests and preferences. This has not only improved the overall customer experience on our website but has also resulted in higher engagement rates and increased conversions."

**Heena Pawar,**
Head of E-Commerce
Business, Powerlook

# How did Dentalkart, India's largest online dental store, achieve an impressive 80% repeat customer rate with WebEngage?

## About Dentalkart

DentalKart stands as India's foremost destination for dental professionals in search of premium dental products at budget-friendly rates. The brand is dedicated to reshaping the dental product landscape offering an extensive lineup of over 390 brands, including its proprietary line. DentalKart ensures a comprehensive selection of top-tier dental supplies. What distinguishes DentalKart is its unwavering commitment to providing dentists nationwide with equitable access to these products at consistently affordable prices. Their steadfast dedication to customer satisfaction and their adeptness at addressing market needs have firmly established DentalKart as the go-to choice for dental professionals across India.

## The Challenges: The brand came to us to remedy the following issues

• **Low online adoption:** DentalKart struggled to gain traction, with only 3% of dentists purchasing online.

• **Lack of customer engagement:** DentalKart faced difficulty engaging and retaining customers effectively.

• **Cart abandonment:** High abandonment rates led to missed revenue opportunities.

• **Data insights:** DentalKart lacked detailed user data for optimizing marketing strategies.

• **Scalability:** DentalKart aimed to expand efficiently as the preferred online platform for dental products.

## The Challenge:

To tackle these challenges head-on, WebEngage adopted a strategic approach starting with the core issues of low online adoption and ineffective customer engagement. Here's how we addressed each challenge:

### Hyper-personalized Customer Journeys

Leveraging the Journey Designer tool, WebEngage crafted a welcome journey for new sign-ups, engaging them with targeted SMS, email, and push notifications that showcased DentalKart's hot-sellers and new arrivals.

### Product View Journey

To address high product views but low conversion rates, WebEngage implemented a product view journey using strategic email marketing and post-marketing communication to encourage purchases from interested customers.

### Customer Retention Strategy

WebEngage assisted in creating a journey targeting customers who hadn't made a purchase in the last 90 days, treating them as "exit customers" rather than "lost customers." This approach effectively rekindled their interest and significantly increased purchases from this segment, revitalizing customer relationships.

> "The insights we have gained from WebEngage's AI and behavioral analysis have been invaluable in optimizing our inventory management and making data-driven decisions. This collaboration has given Dentalkart a competitive edge, solidifying our position as a market leader in the dental supplies industry."

**Sandeep Aggarwal,**
Co-founder & Chief Operating
Officer, Dentalkart

"Working with WebEngage's web personalization solution has been a game-changer for our day-to-day operations. The AI-powered product recommendations have revolutionized our customers' browsing experience, providing them with tailored suggestions that align with their specific needs and preferences. Our customers appreciate the personalized approach, and it has resulted in higher customer satisfaction and loyalty."
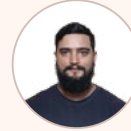
**Rohan Singh,**
Assistant Manager Digital Marketing, Dentalkart

## Here's what some of our other customers had to say about our advanced capabilities.

"WebEngage has been instrumental in targeting our users accurately. With their Web Personalization engine, we could experiment with different campaigns, measure performance, and optimize web experiences to deliver unique experiences to each user. The customer success and support teams worked tirelessly to ensure we've gotten all our nuances right. We're excited to see how our journey with WebEngage unfolds."
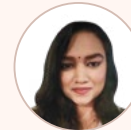
**Nikita Agarwal,**
DGM Marketing, Happilo

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"WebEngage has been an invaluable partner in our journey to transform TutorBin into a personalized and dynamic learning platform. Their predictive segmentation and subject-specific coupon features have significantly boosted our user engagement. The collaborative approach they've taken, going beyond mere vendor-client interactions, has built trust and made our partnership truly exceptional."
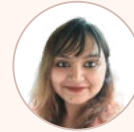
**Sheetal Ranga,**
Growth Engineer,
TutorBin

"I've had the privilege of witnessing the transformative power of WebEngage in our customer engagement efforts. The platform's ability to seamlessly integrate with our existing systems and its ML-driven insights have given us a competitive edge. It's not just a tool; it's a strategic asset for our business."

**Narendra Agrawal,**
CMO & Cofounder, Testbook

# Final Thoughts

Perhaps, you started this ebook skeptical, unsure if AI/ML was just another passing fad. But by now, you've seen the compelling evidence: real-world examples of businesses across industries leveraging AI/ML to achieve remarkable results. The potential is undeniable, but the journey may seem daunting.

While the benefits of AI and ML are undeniable, integrating these technologies into your business processes comes with its fair share of challenges. These challenges include ensuring data quality, addressing skill gaps within your team, integrating AI/ML into existing systems, navigating ethical and legal considerations, and demonstrating the ROI of AI/ML initiatives.

However, with WebEngage, businesses can overcome these challenges with ease. Our platform is designed to be user-friendly, allowing businesses to quickly and easily integrate AI-powered tools into their existing workflows. Our team of experts is on hand to provide guidance and support every step of the way, ensuring a smooth and successful implementation process. To top it all off, WebEngage's data governance framework ensures these advanced features are implemented in compliance with data privacy regulations.

When leveraging AI and ML features, brands can choose to mask users' sensitive data with encryption or share it without masking via WebEngage's platform, providing control over data access.

Imagine having a team of data scientists working around the clock, analyzing your customer behavior, predicting their needs, and crafting personalized experiences tailored for them. WebEngage's AI/ML features bring this imagination to life, transforming raw data into actionable insights that power intelligent engagement strategies.

# Here's some food for thought before you set sail into the world of AI and ML:

- Start small, one step at a time. Don't attempt everything at once. Begin with manageable projects to gain experience and confidence.

- Focus on value, not hype. Clearly define your goals and measure the return on investment of your AI/ML initiatives. Don't get swept away by buzzwords.

- Collaboration is key. Partner with AI experts, data scientists, and technology vendors to accelerate your transformation. You don't have to go it alone.

- Embrace continuous learning. The field of AI/ML is constantly evolving. Stay updated on the latest trends and best practices to maximize the power of these tools.

- Lastly, don't be intimidated by the technical jargon - focus on the value proposition. Identify your industry-specific challenges, explore the use cases presented, and see how AI/ML can tailor solutions that meet your unique needs.

This ebook offers a thorough examination of AI and ML, providing you with the knowledge to utilize these powerful tools with confidence.

A human-AI future awaits you! Leap and the **Web** of **Engage**ment possibilities will appear.

**Book a demo** with us today and discover how we can tailor AI/ML solutions to your specific industry challenges.

# A Comprehensive Glossary of AI and ML Terms for Businesses

**Machine Learning (ML)**
Enables computers to learn from data without explicit programming.

**Supervised Learning**
Learning from labeled data where each example has a corresponding output.

**Unsupervised Learning**
Learning from unlabeled data, finding patterns and structure without predefined labels.Artificial Intelligence (AI): Broader term encompassing ML and other techniques to simulate human intelligence.

**Artificial Narrow Intelligence (ANI)**
AI systems designed for specific tasks or narrow domains, such as playing chess or language translation.

**Artificial General Intelligence (AGI)**
Hypothetical AI systems that understand, learn, and apply knowledge across a wide range of tasks, similar to human intelligence.

**Deep Learning**
Subfield of ML using artificial neural networks with multiple layers for complex tasks.

**Reinforcement Learning for Business**
Optimizes decision-making in complex environments.

**Big Data**
Large and diverse datasets used to train and improve AI/ML models.

**Big Data**
Set of instructions defining how a model learns and makes decisions.

**Natural Language Processing (NLP)**
Enables computers to understand and process human language.

**Reinforcement Learning**
Trains AI agents through trial and error in an environment.

**Generative AI**
Creates new data, like text, images, or music, based on existing data.

**AutoML**
Automates building and optimizing ML models, making it accessible to less technical users.

**Responsible AI**
Designing & deploying AI ethically & sustainably, considering societal impact.

**Personalized Learning**
AI tutors or adaptive learning platforms adapt to individual students' needs.

**Dynamic Pricing**
Adjusts prices based on real-time demand and customer data.

**Predictive Maintenance**
Analyzes sensor data to predict equipment failures.

**Explainable AI (XAI)**
Tools and techniques to understand how AI models make decisions, improving trust and transparency.

**Personalized Learning**
AI tutors or adaptive learning platforms adapt to individual students' needs.

**Dynamic Pricing**
Learning from unlabeled data, finding patterns and structure without predefined labels.Artificial Intelligence (AI): Broader term encompassing ML and other techniques to simulate human intelligence.

**Predictive Maintenance**
Analyzes sensor data to predict equipment failures, preventing downtime and costly repairs.

**Predictive Analytics**
Uses ML to forecast future outcomes.

**Prescriptive Analytics**
Recommends actions based on potential outcomes.

**Customer Segmentation**
Groups customers based on shared characteristics for targeted marketing.

**Chatbots**
AI-powered conversational agents for customer service, answering questions, or facilitating transactions.

**Risk Management**
Uses AI to assess and mitigate financial, operational, and regulatory risks.

**Customer churn prediction**
Identifies customers at risk of leaving to implement retention strategies.

**Data Governance**
Managing and securing data used for AI models.

**Recommendation Engines**
Suggest products or services based on user preferences.

**Fraud Detection**
ML algorithms identify suspicious activity and prevent financial losses.

**Generative AI**
Creates new data, like text, images, or music, based on existing data.

**Anomaly Detection**
Identifies unusual patterns in data, potentially indicating problems or opportunities.

**Sentiment Analysis**
Analyzes social media or customer reviews to understand customer sentiment.

**Content Creation**
AI generates text, images, or music based on existing data.

**Personalization**
Tailors user experiences based on individual preferences and behaviors.

**Generative AI**
Creates new data based on existing data.

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# About WebEngage

WebEngage is a full-stack customer engagement and retention platform that helps consumer businesses increase their customer lifetime value. Get a unified view of your customers with a robust customer data platform, engage them across 12+ channels with automation workflows, and hyper-personalize their experiences with a state-of-the-art personalization engine, all backed by a solid analytics framework.

With a mission to  humanize the world's website & apps, we now power over 1.4 Billion messages sent everyday for our customers across 50+ countries, and 20+ industries. **Have questions? Want to know more?**

**Request a Demo**

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